



RELEVANCE & IMPACT OF BUSINESS EDUCATION

NEWS & VIEWS
VOLUME 1
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BAHRIA BUSINESS SCHOOL ISLAMABAD



BAHRIA BUSINESS SCHOOL

BBSI NEWSLETTER

**KEY
HIGHLIGHTS**

Global Bahria Business School

Professors of Practice

Special Interest Groups

International Chapter

Future Directions



VOICE OF DIRECTOR GENERAL (ISLAMABAD CAMPUS)

REAR ADMIRAL ZAKA UR REHMAN HI(M)

Bahria Business School has long been recognized as a leading institution that nurtures future leaders and entrepreneurs. We pride ourselves on providing a transformative learning experience, equipping our students with the knowledge, skills, and mindset necessary to succeed in today's dynamic and competitive business landscape. In today's uncertain world change is constant therefore the importance of business education cannot be overstated. The challenges and opportunities presented by globalization, technological advancements, and evolving market dynamics require us to adapt, innovate, and embrace lifelong learning. Bahria Business School serves as a beacon of knowledge, empowering individuals to navigate this complex environment with confidence and competence



Voice of DEAN - MS/ Principal BBSI

Professor Dr. M. Naveed

In the new age of global business landscape, disruption is the new normal. Every technological shift brings reactions that filter down to the workplace. To thrive in this dynamic landscape, the world needs business leaders who are flexible, adaptable and ready to contend with an uncertain future. At Bahria Business School, we have embraced this challenge in the way we teach, share working knowledge and conduct action based research. Our core endeavor remains clear as we foster to provide transformative education, to groom the next generation of leaders, and to cultivate a strong research culture contributes towards socio-economic development

VISION & MISSION



VISION

To be among leading business schools that produces knowledge and creativity driven business solutions for sustainable development.

1. Excellence in Education

2. Excellence in Research

3. Industry Engagement & Local Partnership

4. Internationalization

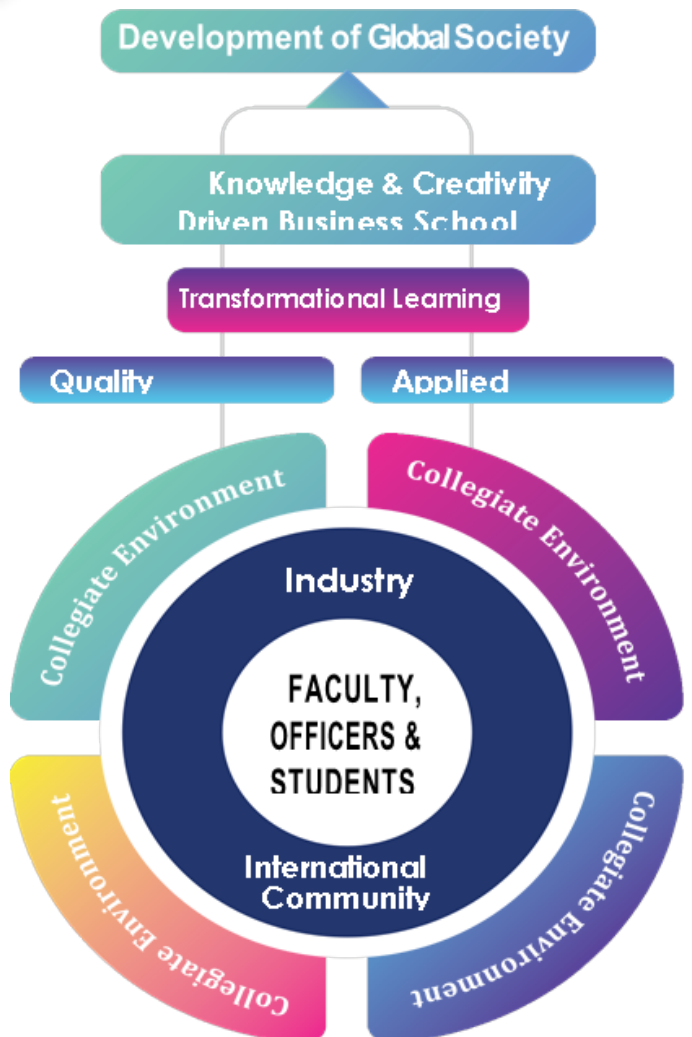
5. Conducive

6. Financial Sustainability



Mission

We provide transformational learning experience to a diverse student body to become business professionals through effective collegiate environment comprising of research, academics, and industrial engagement to meet the societal challenges



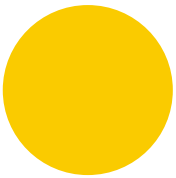
PREFACE

Striving towards academic excellence through innovation drives and sustainable partnership with knowledge and industrial partners, Bahria Business School Islamabad (BBSI), is taking another drive by issuing its first magazine “News and Views”, which is a Bi-annual Newsletter.

It serves as a knowledge sharing platform which highlights key initiatives, increased focused areas and future directions in line with latent industrial practices, knowledge areas, national and international accreditation bodies requirements which is imperative for sustainable development through shared knowledge economy.

Consistent with the theme of issue “Relevance & Impact of Business Education”, this Newsletter brings into focus global hallmarks of Bahria Business School, significance of Special Interest Groups, sustainable industry liaison, international chapter, experiential learning initiatives and positive societal impact strengthening SDGs.

1. BUSINESS SCHOOL BAHRIA AT A GLANCE



Departments

The academic satellite of Bahria Business School Islamabad (BBSI) offers well diversified portfolio of academic programs under purview of Department of Business Studies and Department of Management Studies. Consistent with market dynamics and innovations drives, academic programs foster latency of working knowledge and skills-set based on experiential learning and striving towards action-based research to provide scientific solutions to industrial programs.





GLOBAL BAHRIA BUSINESS SCHOOL

Striving towards hallmarks of global business schools, Bahria Business School Islamabad achieved eligibility status of Advanced Association to Collegiate Schools of Business (AACSB).

Business Schools accredited by AACSB are considered to be the best business schools in the world as their programs have passed rigorous standards for quality and they provide more employability potential and sense of job creation.



NATIONAL ACCREDITATION

Recognition of your institute/programs by Local and International Accreditation bodies validates the fact that you are maintaining the high-quality standards to comply with market dynamic demands and currency of body of knowledge. Programs offered at BBSI are recognized by HEC and Business Programs are accredited by National Business Education & Accreditation Council (NBEAC-HEC).

PROFESSORS OF PRACTICE

Consistent with our educational drive to foster practical knowledge, relevance and impact of research, we have engaged experienced knowledge partners (Professors of Practice) from relevant industries and development sectors to acclimatize academic skill-set and competencies with industrial landscape. These professionals possess the expertise and excellence to provide professional instructions to our learners which is essential towards their career navigation and promoting entrepreneurial mindset with sense of job creation.



SPECIAL INTEREST GROUPS – SIGS

The working significance of Special Interest Groups (SIGs) captures scope of applied research and industrial review of latent skills-set and competencies to acclimatize with needs of 21st Century in line with innovation drives and latency of working knowledge. With Special Interest Groups we ensure that all the focus areas with global demands are targeted. Skilled faculty members heading domains such as Economics, Human Resource, Finance, Accounting, Management, Marketing, Supply Chain and Project Management work as a bridge between academia and industry. Being research focused and industry driven to bring impact in the society is the aim and target.



2 INDUSTRIAL LIAISON

Bahria Business School acknowledges the significance of having a strong link with the industry to provide the experiential learning experience. Keeping in view this key aspect towards learner success Bahria Business School maintains robust liaison with Corporate Sector, Policy Making Institutions and National / International HEIs. Here are some highlights of our industrial chapter;

Corporate Advisory Committee (CAC)

Corporate Advisory Forum as regular feature of Bahria Business School engaged experts from industry, development sector and Alumni with seminal efforts to

revamp scope of business education, new academic programs and more focus towards Capstone Research Projects.

The forum's focus was on ten critical areas, including Relevance with Industry and Impact of Business Education,



Academic Portfolio alignment with SDGs, Assurance of Learning Outcome, Capstone Projects with Industry, DEIB (Diversity, Equity, Inclusion, and Belongingness), Measuring Societal Impact, Shared Knowledge-Economy, Acquisition of Working Knowledge, Global Accreditations, and Revamp Business Education.

The forum's discussions also emphasized the importance of shared knowledge-economy and acquiring working knowledge to equip students with real-world skills. The global accreditations were also discussed in detail, highlighting their significance and how they impact business education.

The Corporate Advisory Forum's efforts are commendable, and the outcome of this collaboration will undoubtedly shape the future of business education. The Bahria Business School is grateful for the opportunity to collaborate with industry and development sector experts and hopes to continue working with them to revamp business education for a better future.

BBSI & iQualify UK MoU Signing Ceremony.

We are delighted to announce that Bahria Business School has entered



into a Knowledge Sharing Partnership with iQualify, a reputable British college based in London, to enhance the quality of education worldwide. Through this partnership, iQualify will offer accredited qualifications and courses through online, distance, and blended learning, providing students with a flexible and accessible learning experience.

The Memorandum of Understanding (MoU) between Bahria Business School and iQualify UK captures several essential aspects of collaboration, including joint seminars, training sessions, industrial projects, symposiums, and policy talks. This partnership aims to facilitate a knowledge-sharing environment and foster a community of learners.

The collaboration will also include capstone projects and case studies, providing students with the opportunity to apply their knowledge and skills to real-world scenarios. Additionally, professional training and certifications will be available to students, enhancing their employability and equipping them with relevant skills for the workforce. iQualify will actively collaborate with Bahria Business School's Special Interest Groups (SIGs). These groups will work together to align areas towards sustainable development goals (SDGs) and ensure societally impactful projects with a focus on diversity, equity, inclusion, and belongingness (DEIB).

The partnership between Bahria Business School and iQualify is a significant milestone towards enhancing the quality of education, providing students with an excellent learning experience and preparing them for the workforce. We are confident that this collaboration will benefit students and faculty members alike, creating a community of learners dedicated to driving positive change in their communities and beyond.



Bahria University Join Hands with ACCA

Bahria Business School Islamabad has established a strong partnership with the Association of Chartered Certified Accountants (ACCA) through a Memorandum of Understanding (MoU). The MoU allows learners of BS in Accounting and Finance to receive nine

fundamental exam exemptions from the ACCA certification, a world-renowned certification recognized globally.

This partnership marks a significant milestone for Bahria Business School and its students, as the ACCA certification is highly regarded in the accounting and finance industry. With the exemption of nine fundamental exams, students will have an edge in the competitive job market, making them more desirable to employers.

In line with the significance of this partnership, Bahria Business School and ACCA have outlined several actionable points. The partnership aims to engage industry experts and trainers, providing students a comprehensive learning experience that goes beyond the classroom.



The partnership will also provide professional micro-mastering certifications, further enhancing students' skills and employability. Joint conferences and seminars on contemporary issues will be organized to promote knowledge sharing and critical thinking.

Bahria Business School and ACCA will work together to create joint working papers for the industry, providing valuable insights into the accounting and finance industry. The partnership will also facilitate career placements and internships for students, providing them with hands-on experience and networking opportunities.

Potential Collaboration with NADRA



National Database and Registration Authority (NADRA), Pakistan's premier agency responsible for maintaining the country's database has approached Bahria Business School. The meeting was aimed at exploring opportunities to collaborate and provide Bahria Business School learners with the right exposure to equip them with skills that the industry needs. In line with the significance of the meeting, several domains were discussed, and actionable points were identified.

The collaboration aims at strengthening the Capstone Research Projects, which offer learners real-time experience and enable them to apply their knowledge to real-world scenarios. Capstone projects will provide learners with the opportunity to work on industry-specific problems and develop practical solutions, preparing them for the challenges of the job market.

PROJECT BACKGROUND



Additionally, the commercialization of Final Year Projects (FYPs) and research projects was an important aspect of this collaboration. The partnership with NADRA aims to commercialize student projects and research, enabling them to contribute to the industry and society. Lastly, the partnership aims to organize symposiums, seminars, sessions, and guest lectures in collaboration with the development sector. These activities will provide learners with the opportunity to engage with industry experts, build their networks, and gain insights into the latest trends and developments in the industry

NIBAF & BBSI Join Hands on Cases Writing and Financial Inclusion



We are thrilled to announce that Bahria Business School held a productive meeting with the National Institute of Banking and Finance (NIBAF), one of Pakistan's premier institutes that offers training, research, and advisory services to the banking and finance industry. The meeting aimed to bring joint strands on Case Study and sheer efforts to promote financial inclusion, and explore further opportunities to collaborate and strengthen the linkages between academia and the banking and finance industry. In line with this ideology, several key focus areas were identified and discussed. The first area of focus was joint case writing and industry-related research projects. The partnership with NIBAF aims to provide Bahria Business School learners with access to industry experts and enable them to work on real-world problems faced by the banking and finance industry. The second area of focus was sharing potential research proposals with NIBAF.



NIBAF

The partnership aims to promote action-oriented research with a focus on key areas such as financial inclusion, financial access, financial usage, and the quality of financial inclusion. This collaboration will enable learners to contribute to the development of the banking and finance industry by conducting research and providing innovative solutions.

The third area of focus was broadening the scope of collaboration across other knowledge planets of Bahria Business Schools, such as Karachi and Lahore, to cultivate a bigger impact. The partnership aims to extend the benefits of this collaboration to learners across Bahria Business Schools, enabling them to access a wider pool of resources and opportunities.

The fourth area of focus was the organization of training and seminars. The partnership aims to provide learners with access to training and seminars that will equip them with the skills they need to succeed in the banking and finance industry. Finally, the partnership aims to invite guest speakers, session chairs, and trainers from the banking and finance industry to share their experiences and insights with learners, providing them with a valuable learning experience.



Synergy Development with Polaris Systems

Bahria Business School and Polaris Systems (LLP) invited potential dialogue to explore seminal areas of training and development as well as business startups drive. During the conversation, Dean of Bahria Business School, Prof. Dr. Muhammad Naveed, welcomed Mr. Sabbah Uddin, Chief Executive and Principal Consultant of Polaris Systems LLP in Pakistan.

The thought forum explored several pertinent actionable points, including the need for entrepreneurial capacity building of business graduates. Both parties agreed that entrepreneurship is a vital component of economic growth and



development, and that it is imperative to equip graduates with the necessary skills and resources to excel in this field. Another important topic discussed during the dialogue was joint training sessions, seminars, and workshops in collaboration with the Leadership & Professional Development Center(LPDC). Both institutions recognized the importance of working together to develop and deliver programs that are tailored to meet the specific needs of students and the wider community.

The potential for projects that are pertinent to community service and align with the United Nations Sustainable Development Goals (SDGs) was also discussed. Both institutions acknowledged the importance of creating meaningful impact through projects that address social and economic issues in the community. Internships and employability opportunities for students were also a key area of discussion. The institutions recognized the importance of providing practical training and job opportunities for students, as well as creating a pipeline for future talent acquisition.

Additionally, both parties explored the potential for a business startup platform for Bahria Business School students. This platform would serve as a hub for students to develop and launch their business ideas, while also providing mentorship and support from experienced professionals. Finally, the dialogue also explored potential collaboration with the Bahria Innovation Center, which is a center for innovation and entrepreneurship. Both institutions recognized the potential for synergies and agreed to explore opportunities for joint initiatives.

COLLABORATION WITH THE BANK OF PUNJAB

Bahria Business School, prioritizes equipping students with real-world knowledge and experience to help them excel in their careers.

We are excited to announce our recent collaboration with Bank of Punjab (BOP), one of the most prominent financial institutions in the country, holding AA ratings from Pakistan Credit Rating Agency.

This collaboration focuses on the potential for a long-term, mutually beneficial partnership to broaden the scope of collaboration between the two organizations. The prime focus is joint development of case studies and industry-related financial research projects, providing our students with a unique opportunity to work on real-world projects that will help them understand the industry's ins and outs. Moreover, this partnership has opened up new opportunities for our students in terms of placement in the financial industry, giving them the chance to gain hands-on experience and potentially launch their careers in the financial sector.

To further expand our collaboration, we will be organizing guest speaker sessions, collaborative seminars, and symposiums with BOP, providing students with an opportunity to interact with professionals in the financial industry and gain insights into current industry trends and practices. We look forward to seeing the positive impact this collaboration with BOP will have on our students and the financial industry, and we are excited to continue building a relationship that will benefit our students and the wider business community



Collaboration with Ministry of Industries and Production

In recognition of the practical significance of NPO initiatives and awareness programs, Bahria Business School is seeking to collaborate with key stakeholders on actionable points to drive positive change. Various initiatives have been identified as key areas for potential collaboration. In order to broaden the scope of collaboration between the Ministry of Industries and Production and Bahria Business School, the collaboration will focus on leveraging the expertise of both institutions to support the growth and development of Pakistan. BBSI and Ministry of industries will be working together for joint case writing and industry-related research projects. BBSI and Ministry of industries will be working together for joint case writing and industry-related research projects. This will help to generate knowledge and insights into the challenges and

opportunities facing the non-profit sector, while also providing students with practical experience and skills. Ministry of Industries and Production is committed to providing internships for students in the NPO program. This will allow students to gain hands-on experience in the sector and develop their skills while also making a positive impact on the community.

Bahria Business School plans to organize awareness campaigns, collaborative seminars, guest speaker sessions, symposiums, and debates for NPO initiatives. These initiatives will provide a platform for knowledge-sharing and dialogue, while also raising awareness and promoting best practices. Overall, the collaboration between Bahria Business School and key stakeholders on these actionable points will help to drive positive change and create a more sustainable and equitable future for all.



3. INTERNATIONAL CHAPTER

GLOBAL VOICE OF BAHRIA UNIVERSITY (AACSB)



Voice of significance of Bahria University as Member of AACSB- Highlighted academic and research excellence which fosters socio-economic development strengthening SDGs.

This International Platform engaged a galaxy of Deans, VCs, Provosts, and Directors from all across the Globe in the biggest-ever Conference of AACSB (2022) which was held on 16-18 November in Bangkok (Thailand). This strategic forum discovered critical takeaways on how innovative business schools in the highly diverse Asia Pacific region address and tackle obstacles as we gather to define and create strategic solutions and achieve positive outcomes with a sense of sustainable development adding societal impact and responsiveness towards diversification, equality, inclusiveness, and belongingness. This conference gave a clearer viewpoint on the accreditation process and would greatly impact the outcomes by navigating BBSI towards successful completion of this process.

POTENTIAL THOUGHT FORUM WITH BRUNEL UNIVERSITY

Strengthening knowledge collaboration with Bahria University, a thought discussion forum held between Brunel University (UK) and Bahria Business School Islamabad. Dr. Sean Holmes, Vice Dean International at Brunel University, shared his vision for imparting knowledge through collaborations.



He provided valuable insights on various topics related to education and partnership. Prof. Dr. Muhammad Naveed (Dean Bahria Business School) highlighted the importance of research symposiums in collaboration with Bahria Business School and Brunel University. He believes that such collaborations provide a platform for scholars and researchers to share their research findings and engage in meaningful discussions. By collaborating with other universities, students and faculty can learn from each other and foster a culture of research and innovation.

Dr. Holmes also stressed the need to develop an "Entrepreneurial Mindset for success in the modern business world. He discussed the importance of learning from the expertise of Brunel University on the Bahria Business Program Review. He believes that by learning from their expertise, Bahria Business School can improve their programs and provide students with a world-class education. This collaboration can also help to establish a stronger relationship between the two universities and create opportunities for future collaborations.

Finally, Dr. Holmes shared his vision for designing specialized courses in Business Intelligence and Business Analytics in the domain of Business and MS programs. He believes that the field of business intelligence and analytics is rapidly growing and becoming increasingly important in the business world. By designing specialized courses in this field, students can develop the skills and knowledge needed to succeed in this area. This can also provide a competitive advantage for students when they enter the job market.

Business Analytics Drive



Data revolution has given new birth to global economy. New paradigms are being developed to manage, capture, describe and analyze the flow of data, and to extract useful and targeted information can be used to make informed decisions. Most important areas in which these paradigms are having an important impact is in Business Analytics.

Prof. Dr. M. Naveed (Dean MS) expressed the significance of

latent drives of Business Education and engaged thought forum with Macquarie University Australia on Business Analytics Program at Bahria Business School. Assoc. Prof. Mauricio from Macquarie University extended guidance on Business Analytics Drive and to kick off this collaboration, Assoc. Prof. Mauricio Marrone delivered an interactive session on advanced innovative teaching methodologies to the faculty of Bahria Business School.



The session was highly informative and provided valuable insights into the latest trends in business analytics. Assoc. Prof. Marrone encouraged the faculty members to incorporate more data-driven approaches to teaching, emphasizing the importance of using empirical evidence to make informed decisions. Moreover, the session also highlighted the potential for active collaboration between the two institutions, with increased focus on joint research projects, student exchanges, and faculty development programs. Both Bahria Business School and Macquarie University recognize the importance of cross-border partnerships in promoting the growth and development of the business community. One of the key takeaways from the session was the importance of "talking less and listening more" when it comes to teaching and learning. This approach encourages students to take an active role in their learning process, and helps to foster critical thinking and problem-solving skills.

Potential Knowledge Drive with Steinbeis University



In a recent development, Bahria Business School has joined hands with Steinbeis University SMI International in Germany to explore potential areas of collaboration. The areas of collaboration include professional certifications, joint research projects, capstone projects, and business analytics drive. The German delegation was welcomed by Prof. Dr. M. Naveed, the Dean of Management Sciences at Bahria Business School and Dr. Awais (Director International Office). Dr. Naveed briefed the German delegation on the academic and research initiatives of the school. Mr. Michael Johnson, the Head of Business Development at Steinbeis School of Management & Innovation in Berlin, Germany, acknowledged



the academic excellence of Bahria University and expressed interest in potential collaborations to foster academic and research synergies.

The collaboration with Steinbeis University SMI International is a significant step for Bahria Business School, as it provides opportunities to exchange ideas and knowledge with a globally recognized institution. The collaboration can help in the development of innovative programs and research projects, which can provide valuable insights for students and faculty at Bahria Business School.

Overall, the collaboration between Bahria Business School and Steinbeis University SMI International is a testament to the commitment of both institutions to promote academic and research excellence. The potential areas of collaboration between the two institutions can help to create a strong foundation for future collaborations, which can benefit students, faculty, and the wider community.

Actionable Strands with Queen Mary University

Global Chapter of Bahria University identified action strands with Queens Mary University (London) which include joint international symposiums, seminars, and guest speaker sessions that will provide opportunities for scholars and researchers to exchange ideas and learn from each other. Bahria Business School is also exploring potential research collaborations that focus on R&D Projects and to foster development of Business & Social Ventures leading to entrepreneurial culture to capitalized job-creation environment. This collaboration will allow researchers to work on innovative projects that have the potential to create a significant impact in their respective fields.

Furthermore, Bahria Business School and Queen Mary University are keen on collaborating on joint research and capstone projects. This collaboration will provide an opportunity for students and faculty to work together on projects that address real-world challenges and provide valuable insights. A request to access to potential repositories of Queen Mary University was also an important aspect of the meeting. This will allow Bahria Business School to leverage the resources of Queen Mary University and create new opportunities for collaboration

and innovation. In addition, Queen Mary University will showcase its micro-projects to Bahria Business School, which will help to foster a culture of innovation and provide inspiration for students and faculty. Lastly, the an on-campus and learning visit of Queen Mary University was recommended, which will provide an opportunity for students and faculty to experience the culture and academic environment of Queen Mary University.



Overall, the knowledge partnership between Bahria Business School and Queen Mary University is a testament to their commitment to promoting academic excellence and research collaboration. The actionable strands identified in this partnership are geared towards creating new opportunities for knowledge-sharing and innovation.

4. EXPERIENTIAL LEARNING

Hult Prize Challenge (2023) Bahria University

Bahria Business School organized a remarkable event HULT prize--2023 that was mainly focused on competition of sustainable business ideas in the fashion industry. The theme of the event was "Redesigning Fashion" with the aim of making the fashion industry sustainable by 2030.

The Hult Prize on Campus event at Bahria University received more than 24 startup ideas, out of which seven teams were selected for the final round. Former DG, Rear Admiral Naveed Ahmed Rizvi HI(M), the Director General of the Islamabad Campus, opened the event with inspiring remarks, and the participants pitched their ideas to industry specialists over two days.

Dean & Principal -Bahria Business School, highlighted the importance of Sustainable Development Goals in today's business world. He praised the event's role in building the students' confidence on such large platforms.

After the competitive round of business idea presentations, the winner from Bahria Business School was selected. A group of young and motivated girls, with the help of mentors at the faculty, presented a business idea that aimed to bring change to the business world.



The Director of Islamabad Campus, Cdre (R) Mehboob Ilahi SI (M), distributed shields to the winners and participants, and his words of appreciation were shared with the entire team.

The Hult Prize on Campus event at Bahria University was a lifetime experience for all the teammates and faculty members, and they plan to continue bringing such events to the Business School in the near future overwhelming response from students across campus to get interviewed for the Organizing Committee.



Future of Finance Roundtable Discussion

“You can’t see the future, but with the right insight you can prepare for it”

The AICPA & CIMA global Research & Development and Syllabus Team engaged financial discourse with Bahria Business School & other HEIs to explore the future state of the finance professional and its wider ecosystem. The Roundtable Discussion Forum was held on 16th January 2023 at Marriot Islamabad, the main goal was to interact with key stakeholders, to explore the future state of the finance profession and its wider ecosystem.

The session was hosted by CIMA and chaired by Ms. Rebecca McAffrey (Associate Technical Director – Research &

Development) and Mr. Christian Gagiano (Senior Manager – Curriculum development) from UK office lead the session. The Dean Business School Professor Dr. Muhammad Naveed (Dean MS) along with Senior Associate Professor Ms. Saher Zeast (Program Manager Bs-A&F), and Senior Lecturer (AACSB coordinator) Ms. Hira Idrees has participated in the Global Curriculum Review Process. Roundtable discussions last around two hours, and covered the following topics: Drivers of change, Technology changes and managing data, Sustainability/ESG and Equality, Diversity and Inclusion, Evolving roles and Identity, Workplace evolution, Skills, Competencies and Talent Management.



The Key takeaways of session were;

- To include Innovation in field of finance
- Re-invention of old methodologies
- Revamping of curriculum as per the emerging markets, business must add intangibles values

- Adoption of flexible Working Models, Digitization, Sustainability and ESG.
- Centre of Excellence in education

Ted EX



Bahria University Islamabad successfully conducted TedX 2nd time under the supervision of Bahria

Business School, including influential and prominent speakers including, CEO of Centaurs and the former President of Islamabad Chamber of Commerce and Industry, Sardar Yasir Ilyas who initiated the Ted Talk event through his limelight presence live from Ibn e Khuldun Auditorium, Bahria University Islamabad Campus.

The Main objective and theme of TedXBahria 2022 was 'The New Normal' stating to the economy, society and culture in post pandemic and leading a visionary mindset and ideology for the listeners. The ted talk comprised of 6 other competent and significant speakers including Seemab Saqib (Creative Associate Coke Studio), Amir Ahsan (CEO, Ericsson Pakistan), Dr. Aftab Ahmed (President and Founder of National Academy of Young Scientists), Dr. Saira Siddique (Founder, MediQ), Taimur Hamid (Owner Secret Sky) and Samoon Ahsan (Specialist Packet Switching Operations- Jazz).

Significant Real Estate Development Organizations Taj Residencia and Deal and Deals Pvt Ltd were the event sponsors, along with Stereo Seven Productions as the Official Partner and multiple other companies who were the production and food sponsors. TedxBahriaUniversity Certificates and Shields were presented to the Honorable Speakers post their tedtalk by Prof. Dr Muhammad Naveed (Principal /Dean Bahria Business School) and Faculty.



A Guide by Industry Leader

In a guest speaker session marketing supervised by Dr. Asma Basit; Mr. Muhammad Junaid Kazi, a Bahria alumnus managed to serve his presence as Speaker in Guest Speaker Session topic "Public Relation and Influencer Marketing- A guide by Industry Leader".

Session the on 12th of January 2023 in Chinese Lab Bahria Business School

The guest speaker session on aimed to provide students with valuable insights about the industry from a leading industry professional. The session was designed to encourage industry linkages and provide practical exposure to the field of digital marketing, including its trends and best practices.

The guest speaker shared their expertise and experiences with the students, providing insights into the challenges and opportunities of digital marketing.

The session also focused on learning from the industry and providing solutions to the problems faced by businesses in the field of digital marketing. The guest speaker session was a great opportunity for students to gain practical insights and knowledge from an industry leader, helping them to develop their skills and knowledge in the field of digital marketing. Overall, the session was a success, providing students with valuable industry insights and practical exposure to the latest trends in digital marketing.

Study tour to Suzuki Capital Motors Pvt Ltd

Field experiential learning visit was arranged by Ms. Asima Saleem (Lecture, Business Studies Department) to Suzuki Capital Motors Pvt Ltd. This trip provided a valuable opportunity for students to gain professional experiences and Perspectives. The visit aimed to provide students with information on the industry, including the types of careers and occupations available, as well as the knowledge and skills requirements and work processes in the actual work setting.

The visit also offered students a real picture of the operations of supply chain management and related departments of a company, providing a valuable insight into the workings of a successful business.

The visit was also designed to help students develop their career readiness skills, including communicating effectively and appropriately, practicing professional etiquette, and taking personal responsibility. Additionally, the visit provided an opportunity for students to explore new avenues of practical learning and opened doors for future career opportunities in supply chain management. Overall, the visit was a success, providing students with valuable insights into the industry and practical exposure to the workings of a successful supply chain management system.



CYBER SECURITY SEMINAR

Digital infrastructure today is more vulnerable to cyber-attacks with increasing reliance on digital communications that could seriously disrupt global infrastructure. In this perspective to provide awareness among students & faculty, Cyber Security Awareness Forum was organized by Bahria Business School at Islamabad Campus.

The forum is a huge success, thanks to the Guest Speaker, Mr. Umair Aziz, Head of Information and Security Governance at SadaPay. Mr. Aziz spoke about various kinds of cyber threats and how individuals can keep themselves safe from them, providing valuable insights and information on the topic. He also talked about SadaPay and distributed Golden tickets to students as a reward for their participation. The session was made more engaging with relevant video examples and an interactive Q&A session, where students had the chance to ask questions and gain a deeper understanding of the importance of Cyber Security, especially in the education sector. Overall, the event was a great learning experience for all attendees. On concluding remarks, Dean MS (Prof. Dr. Muhammad Naveed) extended thanks and articulated that digital cyber security is everyone's responsibility.



FUTURE OF ACCOUNTANCY SYMPOSIUM

Future of Accountancy “Employability Symposium” organized by Bahria Business School & ACCA at Islamabad Campus, Bahria University. The Symposium was aimed at enriching the audience, mainly students and faculty, regarding the upcoming challenges of the job market and how the gap between academia and industry can be minimized. The symposium started with a warm welcome from the Dean of Bahria Business School, Professor Dr. Muhammad Naveed.

He emphasized the need for industry-academia collaboration and sensitized the students that they are up against global competition as employers now have access to global talent due to the emergence of remote employability concept. The session was moderated by Mr. Asad Malik, an ACCA representative. It was a great opportunity for students to gain valuable insights and knowledge about the industry. The discussion covered various important areas, including the role of accountants in the world of Artificial Intelligence and Machine Learning, current industry trends, and the skills and qualities recruiters look for in university graduates. The discussion also highlighted the skills high in demand in the job market and how graduates can prepare themselves for the continuously changing and challenging job market. One of the key takeaways was the importance of reducing the Industry-Academia gap. The symposium provided participants with a better understanding of



the current requirements of the corporate sector, as well as the skills necessary to succeed in the job market. The discussion also explored the role of accountants in the world of Artificial Intelligence and Machine Learning, providing students with a clearer picture of what to expect in the future. Furthermore, the discussion addressed the industry-academia gap and ways to reduce it, providing academics with a better understanding of what the corporate sector is expecting from them and vice versa. Overall, it was a fruitful discussion that helped students better understand the industry and prepare for their future career.



ORGANIZATIONAL BEHAVIOR IN THE DEVELOPMENT SECTOR

A seminal session on Organization Behavior in Development Sector is organized by Ms. Talat Rehman, Senior Assistant Professor (Bahria Business School) in collaboration with Integral Aspects Consultants. CEO Integral Aspects Consultants (Ms. Ayesha Qamar) introduced the session

session participants to the implications of organizational behavior in the non-profit or development sector. The session focused on implementing the attributes and characteristics of organizational behavior in NGOs, as well as understanding the concept of corporate social responsibility. The evaluation and regulatory process of the non-profit sector were also discussed, along with an analysis of multiple NGOs in terms of the practical implications of organizational behavior. Finally, the session



explored the impact of management skills and the role of teamwork in the development sector. The key learning objectives of the session included gaining an understanding of the importance of organizational behavior in the development sector, applying relevant concepts to NGOs, and evaluating the effectiveness of management and teamwork in the context of the non-profit sector. Overall, the session provided valuable insights for participants looking to improve their knowledge and skills in this area.

SEMINAR ON CHANGE MANAGEMENT

Seminar on Change Management was aimed to provide participants with an understanding of the approaches required to support individuals, teams, and organizations through organizational change. The session was organized by Ms. Talat Rehman (Senior Asst. Professor). The guest speaker (Ms. Komal Yousaf) shared insights into new changing business dynamics & processes



around organizations, including new technological changes and insights on Design Thinking, which are shaping business with agility and confidence in

the outcome. Quality objectives of an organization were also discussed, and how they enable mature delivery with fewer errors and mistakes.

The 7-S Model of Organization Change Management process was explained, focusing on shared value-driven changes in Structure, Systems, Style, Staff, Skills, and Strategy. The session emphasized that successful change requires addressing both technical and people issues. Finally, the 5 key change management principles were discussed, including the identification of ROI or change benefits, building a coalition for change, assessing the organization's readiness, personalizing the change, making it relevant to everyone affected, and measuring to sustain performance of change. Overall, the session provided valuable insights for participants looking to manage change effectively in their organizations.

INDUSTRIAL RESEARCH SYMPOSIUM

Bahria Business School organized "Industrial Research Symposium" in collaboration with Industrial Knowledge Partners capturing the significance of action-based research to capitalize the research application towards socio-economic development. Looking into the significance of action-based research, Bahria Business School has been undertaking seminal initiatives in collaboration with Industry, Development Sector & HEIs to promote impact research toward socio-economic development. In this purview, Bahria Business organized the first ever "Industrial Research Symposium" themed "Relevance & Impact of Business Research".

Its purpose was to enhance the quality of research and to link the research orientation and outcome with industrial needs.

This event is an initiative towards promoting the “Industrial acceptance of the research to bridge the gap between industry and academia. The guest of Honor was respected DG-Islamabad Campus Vice Admiral ® Naveed Ahmed Rizvi (HI-M). Dean Management Sciences (Prof. Dr. Muhammad Naveed) addressed the audience and highlighted the importance of University-Industry Drive Research to acclimatize the research practical significance for industry and development sector.

Industrial research symposium focused on real-time industrial issues which are pertinent with scientific resolve to foster action-oriented research. The panels consisting of Industrial experts and academic supervisors were sitting in parallel sessions and scholars presented their research work for valuable suggestions and recommendations. The symposium focused on research based on real-time industrial issues, which helped to strengthen industry-academia linkages.

Scholars were guided by industrial experts, and the research was accepted by industry, which will help to improve the quality of research.

Additionally, the symposium emphasized enhancing the impact and relevancy of research, which is essential for innovation drives in industry and resolving issues and challenges pertinent to corporate and development sector. The feedback received from the Scholars was very positive and they suggested to arrange such symposiums regularly.



CASE WRITING CENTRE

Case Writing Centre Bahria Business School (CWC-BBS) is an integral part of creating an academic environment driven by action-oriented research. One of the main activities of the center is to assist in the development and use of case studies at diverse Business School programs. CWC-BBS enables the connection with indigenous industry by developing high quality case studies.

CWC established at Bahria Business School Islamabad is aimed to strengthen case-based, integrated teaching and learning at undergraduate and graduate level.



Cases are to be developed on contemporary business issues in various industries, development sector and HEIs. CWC-BBS focused on following objectives:

1. To identify real time contemporary issues of industry and propose solutions through writing cases.
2. To adapt case studies mechanism in classroom teaching environment.
3. To facilitate students to apply inter-disciplinary approaches to address real-life managerial issues, evaluating the social impact of an organization's managerial decisions, developing strategies to generate sustainable competitive advantage, proposing solutions and designing new business models.
4. To align Bahria Business School programs with case-based teaching and applied research.

5. FUTURE DIRECTIONS



Business Analytics



Capstone Research Projects



Financial Lab



Increased Focus on SDGs



Action Based Research



R&D Projects

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